

TEXAS DRAGON BOAT ASSOCIATION  
P.O. Box 980972  
Houston, Texas 77098

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www.texasdragonboat.com



# COMMUNITY TEAM SPONSORSHIP PROPOSAL

## ABOUT THE TEXAS DRAGON BOAT ASSOCIATION

The Texas Dragon Boat Association is a 501(c)(3) Texas non-profit corporation. Our mission is  
"To promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding."

# WELCOME TO THE WORLD OF DRAGON BOATING



Dragon boat racing is the world's fastest growing water sport. It combines tradition with modern day teamwork, enthusiasm, and strategy.

## HOW DO YOU DRAGON BOAT?

We provide traditional Hong Kong style BuK Dragon Boats for our event. These boats measure 40 feet in length, 4 feet in width, and carry 20 paddlers, 1 drummer, and 1 steersperson. On average, these boats weigh 500 pounds. Teams will race down course ranging from 250m – 2000m on the day of the Regatta. Teams are provided with practice sessions prior to race day.

No prior experience is necessary to race dragon boats! The important thing to have is a competitive spirit and the ability to work together as a team. Synchronicity is more important than strength.

**To promote  
the tradition of  
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cultural understanding.**

**BOARD**

Jim Travlos – Board Chairman  
David Mandell – President/Executive Director  
Caroline Long, D.C. – Secretary

**HONORARY CHAIRMEN**

Michael Jhin – St. Luke's Episcopal Health System  
Eugene Lee – Chairman Emeritus, Essex Commercial Properties

**BOARD DIRECTORS**

Brian Chiu – MD Anderson  
Caley Eichenlaub – Community Advocate  
Curtis Tipton – Walmart  
Dena Peavler – Community Volunteer  
Gary Liu – Ernst & Young  
Huang Quan Vu – Gardere Wynne Sewell LLP

# WHY SHOULD YOU SPONSOR?

Dragon boat racing offers organizations a special opportunity to capitalize on:

## ORGANIZATION TEAMBUILDING

An advance practice session and multiple races on event day boost team morale and create a high-performing team (20 paddlers, 1 drummer, and 4 alternates). Teamwork is the key. All equipment is provided, and coaches provide training and serve as the steerspersons.

## MARKETING

The Festival and Regatta represent landmark annual Asian festivals in Houston.

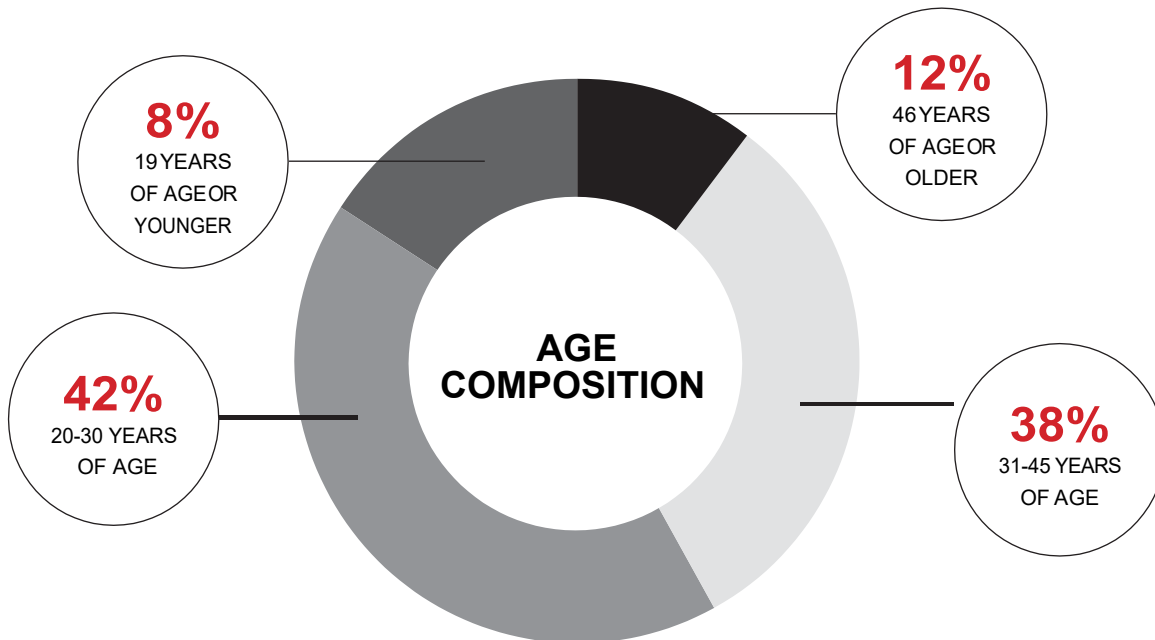
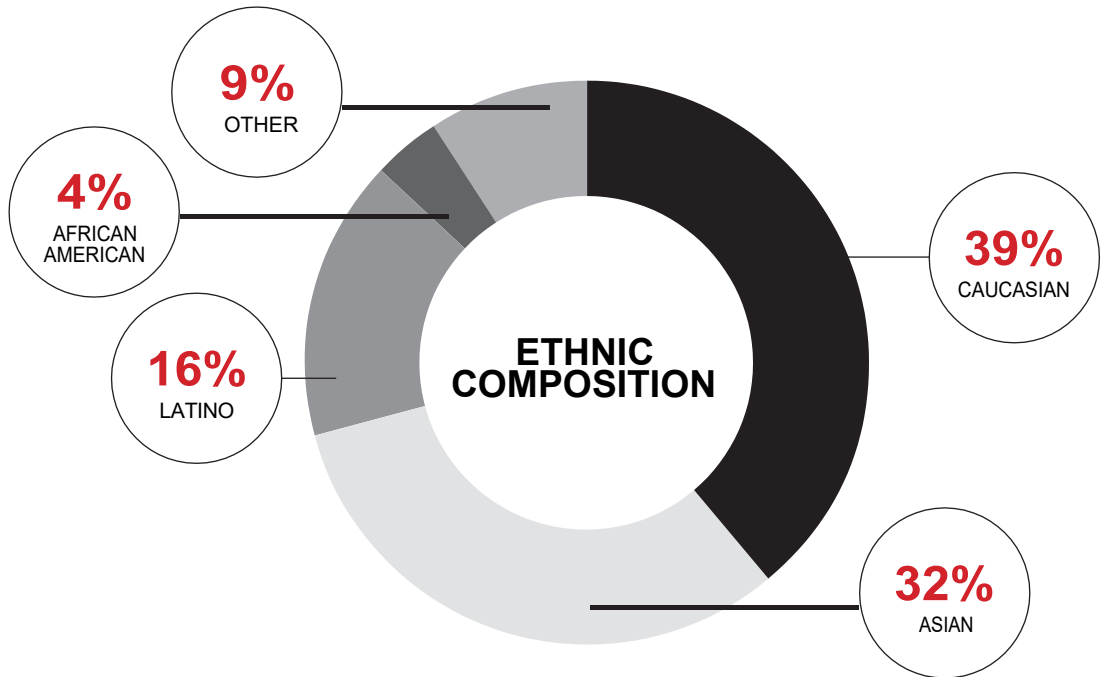
## COMMUNITY VISIBILITY

Past Festivals and Regattas have received wide media coverage, including print, radio, and television. Sponsors will be recognized on t-shirts, in announcements during the events, on the web site and web links, and through other channels.

## DIVERSITY

The Festival and Regatta are two of the largest multicultural gatherings in Houston (Harris County) and Sugar Land (Fort Bend County). Three thousand to five thousand people per day are expected.

# ESTIMATED PARTICIPATION & ATTENDANCE DEMOGRAPHICS:



#### PAST MEDIA COVERAGE

002 Houston Magazine  
Greensheet  
YELLOW Magazine  
What's Up Houston  
Houston Chronicle  
Houston Press  
Houston Intown  
Houston Star  
Texas Highways  
Texas Monthly  
Rice Addict  
Asia Blue  
Northeast News  
FIL-AM Press  
Bay Runner Magazine  
Galveston County Daily News  
Southern Chinese Daily  
World Journal  
Sohu.com  
Health & Fitness Magazine  
Greater Houston Weekly  
HTexas Magazine  
Greater Houston Convention  
& Visitors Bureau  
Bay Area – The Citizen  
Clear Lake East Community  
Newsletter  
The Observer  
Bay Area Sea Breeze  
City of Nassau Bay City News  
Bilingual Texas Digest  
West University Examiner  
Saigon Tex News  
Mariner's Log  
The Scene Magazine  
Tropical Attitude  
Channel 2  
Channel 11  
Channel 13  
Channel 17  
Channel 24  
Channel 26  
Channel 39  
Channel 45



# WHO IS THE TEXAS DRAGON BOAT ASSOCIATION?

Eight teams participated in the first Houston Dragon Boat Festival on Buffalo Bayou in downtown Houston in 2001. Held each May, the Festival has expanded to include over 30 teams, numerous arts & crafts and food vendors, day-long Asian cultural performances, and 5,000 attendees.

In 2004, TDBA inaugurated a second, two-day event, the Gulf Coast International Dragon Boat Regatta at Clear Lake Park, and now in Sugar Land, TX, held each October.

The Texas Dragon Boat Association is a 501(c)(3) whose mission is to promote the tradition of dragon boating, increase awareness of Asian and Asian-American culture, and enhance cross-cultural understanding. Funds raised from the Festival and Regatta will be used to build two boathouses – one on Buffalo Bayou and one in Fort Bend County, TX – and to establish a year-round corporate/community teambuilding program, youth education program, and breast cancer survivor program.

# SPONSOR BENEFITS

# \$1500

**(\$1250 by Early Registration\*)**

- Team entry for 25 team members:
- One advance practice session (weather permitting)
- Name displayed as team sponsor on event program, event signage and link on our website at [www.texasdragonboat.com](http://www.texasdragonboat.com)
- Mention in Texas Dragon Boat Association press releases about the event
- Multiple announcements as a team sponsor on the day of the event
- Priority registration for next year's Houston Dragon Boat Festival or Gulf Coast International Dragon Boat Regatta



**Title and event sponsorship opportunities and boat naming opportunities are available**



# Community Team Sponsorship Entry Form

Sponsorships are limited and available on a first-come, first-serve basis, with priority given for sponsors from the prior dragon boat season.

## COMPANY INFORMATION

\*FOR MARKETING PURPOSES

COMPANY/ORGANIZATION NAME\*

TEAM NAME, IF DIFFERENT FROM ABOVE\*

COMPANY/ORGANIZATION WEBSITE ADDRESS

## TEAM CAPTAIN INFORMATION

NAME

NAME

WORK PHONE NUMBER

WORK PHONE NUMBER

CELL PHONE NUMBER

CELL PHONE NUMBER

EMAIL ADDRESS

EMAIL ADDRESS

Checks should be made payable to: **Texas Dragon Boat Association**  
Tax ID Number: **45-0499627**

**MAIL SIGNED FORM AND CHECK TO:** Texas Dragon Boat Association  
P.O. Box 980972  
Houston, Texas 77098

**SCANNED FORMS:**  
director@texasdragonboat.com



